

## LSR: Coffee Houses and Donut Shops - US - December 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Coffee house and donut shop consumers say they are worried about the lack of healthy options and the high caffeine content of their beverages. Operators can do a better job of providing a wider variety of foods that their consumers define as healthy and offering beverages with different levels of caffeine.”

– Julia Gallo-Torres, Sr. Foodservice Analyst

### This report looks at the following areas:

- How to address consumer concerns about eating more healthfully?
- How to cater to those worried about ingesting excess caffeine?
- How to continue to appeal to price-sensitive consumers, as commodity prices rise?

As consumers have become more sophisticated regarding coffee- and tea-based drinks, the coffee category has become more competitive. Fast food and fast casual coffee houses and donut shops find themselves competing not only with other establishments in their segment, but also with full-service foodservice brands and restaurants that are revamping and upgrading their coffee offerings in order to benefit from the lucrative coffee segment. Thus, fast food and fast casual coffee houses and donut shops are taking tactics such as extending their service hours, expanding their menu offerings, renovating spaces to be more inviting, and adopting technology in order to make the ordering experience faster and more accurate for customers.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Trend: The Nouveau Poor

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